

**DURHAM CITY COUNCIL WORK SESSION**  
**Thursday, February 22, 2018 @ 1:00 p.m.**  
**2nd Floor Committee Room – 101 City Hall Plaza**

Present: Mayor Steve Schewel, Mayor Pro Tempore Jillian Johnson and Council Members Vernetta Alston, Javiera Caballero, DeDreana Freeman and Mark-Anthony Middleton and Council Member Reece. Absent: None.

Also present: City Manager Tom Bonfield, City Attorney Patrick Baker and City Clerk Diana Schreiber.

Mayor Schewel noted that Council had recently adjourned from Closed Session; called the meeting to order at 1:04 p.m. and welcomed all in attendance.

**[PRIORITY ITEMS BY THE CITY MANAGER, CITY ATTORNEY AND CITY CLERK]**

Mayor Schewel asked for priority items from the City Manager, City Attorney and City Clerk.

City Manager Bonfield stated he had priority items by referencing the following:

- Agenda Item #4, the motion language in the selection of the external auditor, the motion language and the agenda memo had been modified to specifically include the engagement letter and auditor's name
- Agenda Item #14, Durham Sustainability Roadmap adoption, there would be a presentation associated with the item and pulled the item; and
- Agenda Item #15, Second Amendment to Asset Management Contract, the motion language in the agenda memo were revised after review by the City Attorney's Office.

**MOTION** by Mayor Pro Tempore Johnson, seconded by Council Member Reece, to approve the City Manager's Priority Items; the motion was approved unanimously.

There were no priority items from the City Attorney.

City Clerk Schreiber stated there had been a supplemental item added to the agenda, Item #23, Durham City-County Environmental Affairs Board – Appointment; requested the item be considered a priority item and that the rules be suspended for Mr. Collins' appointment.

**MOTION** by Council Member Reece, seconded by Council Alston, to accept the City Clerk's priority item; motion was approved unanimously.

**MOTION** by Council Member Middleton, seconded by Council Member Reece, to suspend the rules; motion was approved unanimously.

**MOTION** by Council Member Alston, seconded by Mayor Pro Tempore Johnson, to appoint Casey Collins to the City-County Environmental Affairs Board; motion was approved unanimously.

### **[ANNOUNCEMENTS BY COUNCIL]**

Mayor Schewel asked if there were any announcements from Council Members.

Council Member Reece encouraged his colleagues to speak into their microphones to ensure quality audio recordings of Work Sessions during the live stream.

### **[ADMINISTRATIVE CONSENT ITEMS]**

Mayor Schewel read the Consent Agenda Items; made remarks relevant to the voting method to be used in Item #1, Mayor's Council for Women- Appointments; encouraged his colleagues to vote on the nine citizen appointments by listing their top nine candidates without putting them in a slot or category and then selecting those individuals receiving four votes; the candidates receiving at least four votes would be placed into a slot/category and then Council would proceed from there; explained that his colleagues would list their top nine choices, the choices would go to the clerk; at the end of the meeting, the clerk would announce the top nine candidates and then Council would assign them by category. It was the consensus of Council to follow this voting procedure.

The following items were noted and/or pulled for additional discussion: Item #4, Selection of the External Auditor; Item #5, 2017 Municipal Primary and Municipal General Elections; Item #6, Woodcroft Parkway Extension (TIP U-5823); Item #13, Lease of Cleveland Street Parking Lot for City of Durham Employee Parking; there would be a presentation on Item #14, Durham Sustainability Roadmap Adoption; Item #16, Telecommunications License with South Carolina Telecommunications Group Holdings, LLC, dba Spirit Communications; Item #17, Utility Extension Agreement with 512 Gordon Street LLC to Serve the Gordon Street Townes Project; and there would be a presentation on Item #18, GoDurham Short Range Transit Plan.

Special mention was made of the need for local minority and women subcontractors to be sourced from Durham relative to contracts in Item #9, Central Park Waterline Replacement Project Contract Amendment #2 and Item #10, West Main Street and North Elizabeth Street Waterline Replacements Contract for Professional Engineering Services.

**[CITIZENS' MATTERS AT 1 P.M.]**

**SUBJECT: PAUL GOLICK**

Paul Golick, resident of Hope Valley Neighborhood and President of the Homeowners association spoke to his concern related to the city's plan to reduce the number of vehicle travel lanes on South Roxboro down from two lanes in both directions to one lane in both directions; stated the lane reduction was not needed; expressed concerns about tailgating and backups at Woodcroft Shopping Center; stated there was room for two, ten-foot vehicular lanes and a three-foot bicycle lane and favored that design.

Mayor Schewel suggested he and his neighbors attend the public meeting scheduled for March 7<sup>th</sup> to discuss concerns with city staff; and encouraged Mr. Golick to reach out to Council following the public hearing.

**SUBJECT: SELECTION OF EXTERNAL AUDITOR – ITEM #4**

Mayor Schewel flagged the item to acknowledge that the city was signing up for the same audit firm after multiple cycles and acknowledged that at the end of the upcoming three-year cycle, the city would have contracted with the same audit firm for the last nine years; and that he would not anticipate voting for the firm again after this coming cycle.

Germaine Brewington, Director of Audit Services, responded that the Mayor's remarks were accurate but acknowledged that a new team would be on site conducting the audit.

**SUBJECT: 2017 MUNICIPAL PRIMARY AND MUNICIPAL GENERAL ELECTIONS – ITEM #5**

Mayor Pro Tempore Johnson referenced the relative costs/benefits to taxpayers of conducting two elections per cycle; summarized the advantages of the general run-off method (method to eliminate costs involved with conducting the second of the two elections) and ranked choice election method (not allowed by the General Assembly); noted that the city was spending a lot of money that did not necessarily needed to be spent by conducting two elections; supported rank choice voting be placed on the Legislative Agenda; and explained the merits of rank choice voting that increased the ability of voters to choose the candidates of choice.

Mayor Schewel requested research by the City Clerk to explain the cost difference of Primary Election Day workers amounting to \$11,000 more than at the General Election and would like this information by the upcoming Council meeting.

**SUBJECT: WOODCROFT PARKWAY EXTENSION (TIP U-5823) – ITEM #6**

Anthony Wambui, Transportation Project Manager, addressed the ownership of the property within the proposed right of way at Woodcroft Parkway Extension and explained the situation in terms of acquiring the right-of-way.

Mr. Wambui verified that there were several owners of various portions of the property; and stated the proper alignment would come during the design phase.

Council Member Alston referenced information from the map and inquired about the current level of service or that level of service projected with the extension.

Mr. Wambui confirmed the information on the map displayed current levels of service.

Council Member Reece urged the preservation of Garrett Road Park no matter what design was chosen; referenced the purpose of the extension was to relieve congestion at the intersection south of where Woodcroft Parkway currently ends and where Garrett Road comes through across 54 and Hope Valley Road; asked if there would be a stoplight installed on Garrett and the Extension along with a left turn lane in the southbound portion of Garrett turning on to the new Extension; and pending the installation of the stoplight onto the new extension at Garrett, referenced the stoplight at Trotter Ridge, north of the Jordan High School property, and recognized the short distance between stoplights was a bad idea; and explained he was familiar with the traffic issues.

Mr. Wambui responded the consultant would be conducting traffic analysis and would consider Council Member Reece's suggestions.

**SUBJECT: LEASE OF CLEVELAND STREET PARKING LOT FOR CITY OF DURHAM EMPLOYEE PARKING – ITEM 13**

Elizabeth Hyland, General Services- Real Estate Division, was available to answer Council's questions.

Council Member Reece asked if parking continued to be offered at no-cost to employees and referenced the memo, this was a transitional arrangement on the part of First Baptist Church, the owner of the property; and what kind of planning was being considered after the lease was up and if/when the church decided they did not want city utilizing the lot.

Ms. Hyland confirmed the lot would remain free to employees at no-cost.

City Manager Bonfield interjected that the item represented the lease transaction and did not include any decision about charging employees for parking; and deferred to Transportation staff to answer Council Member Reece's question about next steps.

Thomas Leathers, Transportation, explained that First Baptist Church had been approached about the redevelopment of the parcel and did not know the future of that; referenced the Transportation Master Plan strategy that included park and ride options for city and other Downtown employees; and the lease would provide a two year cushion to conduct the Downtown Traffic Study and to design viable options for Downtown parking.

Council Member Freeman complimented Mr. Leathers for his television interview.

Taking the prerogative of the Chair, Mayor Schewel announced that Items #16 and 17 would be addressed prior to Item #14/presentation.

**SUBJECT: TELECOMMUNICATIONS LICENSE WITH SOUTH CAROLINA  
TELECOMMUNICATIONS GROUP HOLDINGS LLC DBA SPIRIT  
COMMUNICATIONS – ITEM #16**

PR# 12348

Mayor Pro Tempore Johnson inquired about the financial impact section of the staff memo; and asked about the indirect costs on employees.

Daniel Vallero, Public Works, responded that the \$3 million contract was done years ago to offload the demands of the installation of the larger fiber builds; while there was not a direct dollar amount there was a stress on staff's ability from performing their duties that had a measurable financial impact on permitting and inspections.

Mayor Pro Tempore Johnson inquired if the city was able to recoup the fees that had been exempted by state law.

City Manager Bonfield responded that the city had instituted a provision for third party inspection services for utility providers who chose to have expedited reviews.

Mr. Vallero detailed the resolution that was adopted for Public Works to certify third party providers to do the permitting and inspections associated with the installation projects, at the election of the utility owners.

Mayor Pro Tempore Johnson asked if the city had the option not to approve the license agreement.

Mr. Vallero explained the city could rearrange the license and could add/remove certain terms; and a representative of the owner, Spirit, was in attendance to respond to questions.

Council Member Reece inquired about deployment.

Greg Johnson, representative of Spirit Communications, addressed Council's question about deployment and spoke to the request for a franchise agreement by his company to build-out a fiber optic network of 55,000 feet within the city's limits and to service 85 towers with various carrier customers of Verizon and T-Mobile.

Council Member Freeman asked about the partnership between the city and Spirit.

Mr. Johnson responded the use of the city's right of ways and easements to build out fiber optics; and explained the first step involved coordinated with Public Works with a pre-construction meeting prior to installation.

Mr. Vallero spoke to the timeline of the fiber installation and stated the company would come to the city with a request to install facilities for their network; the city would then receive the company's permit application.

Council Member Middleton inquired about employment needs of Spirit.

Wade Morrison, representing Utilis Engineering, responsible for permitting and construction management aspect of the project; explained that there would be need for inspectors and splicers and that contractors would be awarded segments of the job; and mentioned that the contracts were in place and that other phases of the project had been completed and that Phase 3 was coming to Durham.

Council Member Freeman asked about the contracting process and requested a list of contractors.

Chad Blanchert, Spirit Communications, stated his company could provide a list of contractors along with Google Earth Maps indicating the installation routes.

Mayor Schewel inquired as to who were Spirit's competitors and what was the company's competitive edge; in terms of taxes, there were enterprise services that Spirit could offer; and asked for the difference between carrier and enterprise services; and asked how would the city know if Spirit was providing enterprise services in Durham.

Mr. Johnson responded that competitors were: ComCast, Verizon, AT&T, Century Link, etc. and his company customized network service to the local communities by engaging with local governments to determine the needs and to provide for those needs; described his company's fiber provisions to enterprise and carrier services; and responded that with the buildout plans, it would be evident if there were enterprise services or carrier services being provided as target customers within the network.

Mayor Schewel emphasized the need to charge the company for everything possible; the city was able to tax the company for enterprise services and how would the city know when enterprise services were being provided to customers within the city's limits.

Attorney Baker responded that he had not been considering enterprise services but had been focused on right-of-way and what could be done there.

Mr. Johnson deferred to his marketing representative who was not in attendance but would follow-up on enterprise services; and responded that the enterprise services referred to taxation on the amount of fiber being installed into the right-of-way.

Mr. Vallero admitted that Public Works had no way to determine whether Spirit was conducting either enterprise or carrier services.

City Manager Bonfield added that happened through the regulatory network at the state and federal levels in terms of collections.

Robert Joyner, Public Works, explained that it referred to customers as they were taxed on their monthly bills in the form of sales tax.

Wade Morrison estimated build-out to be five to eight weeks to complete the install; and explained that existing ducts/spare conduit would be utilized when possible and the notification process.

Mr. Vallero responded that existence of spare ducts/conduit would be handled at the permitting level and staff could ask installers the rationale for locating their fiber in the existing ductwork; and would research the ducts available and inventory them.

Council Member Freeman asked for workforce statistics on the contractors to include the composition of professional, non-professional staff, race and gender.

Mr. Johnson responded this information could be gathered and provided to Council.

**SUBJECT: UTILITY EXTENSION AGREEMENT WITH 512 GORDON STREET LLC  
TO SERVE THE GORDON STREET TOWNES PROJECT – ITEM #17**

Mayor Schewel inquired about the impact of the utility extension on the future uses of the city's parcel.

David Fleisher explained that the parcel was a remnant of the city's purchase of property for Route 147 approximately 50 years ago; explained the parcel was too close to the highway to be a candidate for any future development.

## [PRESENTATIONS]

### **SUBJECT: DURHAM SUSTAINABILITY ROADMAP ADOPTION – ITEM #14**

Steven Hicks, Director of General Services, introduced the item and deferred to Erin Victor, Sustainability Roadmap Project Manager, for presentation.

Ms. Victor made the Sustainability Roadmap presentation; spoke to ensuring strategies were implemented into the departmental and city's strategic plan.

### **City of Durham Sustainability Roadmap February 2018**

#### Defining Sustainability

“cities [that] work towards an environmentally, socially, and economically healthy and resilient habitat for existing populations, without compromising the ability of future generations to experience the same.” - [ICLEI Local Governments for Sustainability](#)

#### Sustainable Cities:

#### Sustainability Planning

- I. Assessment: Where are we now?
  - Sustainability Report
  - STAR Community Certification
- II. Visioning: Where do we want to be?
  - Sustainability Planning Retreat
  - Prioritization Matrix
  - Guiding Principles
- III. Action Planning: How do we get there?
  - Outcome Measures & Targets
  - Brainstorming & Prioritizing Strategies
- IV. Implementation & Reporting

Where are we now?

July 2017

Baseline Indicators

Sustainability Report 2017

Timeline of Durham Sustainability

Durham Certified as a 4-STAR Community

Where do we want to be? June 2017

Sustainability Planning Retreat

How do we get there? August 2017

- Guiding Principles
- Prioritization Matrix
- Action Teams

Sustainability Guiding Principles



- We believe in **open communication**, therefore we seek input and share goals, initiatives, and progress with all stakeholders, including coworkers, departments and the Durham community.
- We believe in **collaboration** within the City, among City residents, and externally, therefore we focus on meeting multiple interests rather than individual positions when making decisions and seeking opportunities to form partnerships.
- We believe in **equity**, therefore we will:
  - Evaluate access, consider impacts, and ensure benefits across all demographics, generations and geographies when making decisions.
  - Design and implement programs, initiatives, policies and procedures that enhance Durham's social, physical and capital assets.
- We believe in **innovation**, therefore we will utilize data, research, and best practices to develop creative, cutting edge ideas and solutions to inform and implement sustainable services, policies and practices.
- We believe in being **good stewards of public assets**, which includes public funds and staff time, therefore we will consider all relevant lifetime costs and benefits when making decisions.

#### Prioritization Matrix

#### **Action Planning:** How do we get there?

September – November 2018

- Developed Goal Statements
- Established Outcome Measures & Targets
- Brainstormed & Prioritized Strategies

#### Action Teams

Seven cross-departmental action teams met September – November of 2018

#### Sustainability Goals

**Arts & Community:** Advance and reinforce opportunities that celebrate #DURM culture

**Built Environment:** Achieve equitable access and choice to infrastructure that supports a high quality of life for all residents and enhances the environment

**Climate & Energy:** Lead the way in addressing climate change by minimizing energy use and increasing community and local government resource efficiency

**Economy & Jobs:** Maximize equitably shared prosperity for local small and diverse businesses and inclusive access to quality jobs with fair livable wages

**Natural Systems:** Protect and restore Durham's natural resources and ecosystem

**Equity & Empowerment:** Advance equity, inclusion, and equal access to opportunities and services to engage and empower residents

**Innovation:** Embrace a culture of innovation to ensure a more sustainable community

#### Measuring Success

Specific, quantifiable targets that measure the accomplishment of our goals in the short-term (2020) and long-term (2040)

**Examples:**

Arts & Community Outcome Measure:

Creative industries represent 4.6% of all businesses in Durham according to the Local Arts Index by 2020, and 5% by 2040

Built Environment Outcome Measure:

Reduce daily vehicle miles traveled per capita to 34 by 2020 and 30 by 2040

Outcome Measures & Targets

Developing & Prioritizing Strategies

Strategy ideas came from:

- Best practices identified in the STAR community certification process
- Feedback from residents in the online survey and public events
- Departmental liaisons who are internal subject matter experts in their respective fields
- Current city-wide and departmental strategic plans

Strategies were prioritized for inclusion based on pre-determined criteria (prioritization matrix)

**Arts & Community****Measuring Success:**

- Demonstrate that City hiring for staff and leadership positions reflect the diversity of the community by 2025
- Creative industries represent 5% of all businesses in Durham according to the Local Arts Index by 2040

Advance and reinforce opportunities that celebrate #DURM culture

**Example Strategies:**

- ☑ Develop partnerships with local organizations focused on business recruitment and retention of creative industries in Durham
- ☑ Offer training and workshops around entrepreneurial skills to expand capacity of local artists
- ☑ Develop a City Diversity Recruitment Plan to ensure equitable representation of minorities and females in specific job roles within local city government

**Built Environment****Measuring Success:**

- Reduce daily vehicle miles traveled per capita to 34 by 2020 and 30 by 2040
- Create or preserve 500 affordable housing units by 2020 and demonstrate that an average low-income household earning 80% AMI would spend less than 45% on housing and transportation costs combined by 2040
- Demonstrate that 65% of residents live within a ten-minute walk (½ mile) to public parkland by 2020 and 70% by 2040

Achieve equitable access and choice to resilient infrastructure that supports a high quality of life for all residents and enhances the environment

**Example Strategies:**

- ☑ Conduct an Affirmatively Furthering Fair Housing Assessment to analyze challenges to fair housing choice and inform goals and priorities to address fair housing barriers
- ☑ Support a communitywide public bike share program
- ☑ Utilize GIS to inform where to invest and acquire land for future parks

- ☑ Analyze public transit access and transportation costs for neighborhoods with housing affordable to low- and moderate-income households to inform future affordable housing and transit investments

## **Climate & Energy:**

### **Measuring Success:**

- Develop a fundable action plan by 2020 to reduce the amount of energy use intensity in City owned buildings by 30% by 2040
- Achieve a 5% increase in fuel economy (MPG) of City fleet\* by 2020, and 1% increase each year after by 2040
- Reduce the per household amount of residential solid waste that goes to the landfill by 10% by 2020; and total residential solid waste that goes to the landfill by 50% by 2040
- Reduce potable residential per capita water use by 10% by 2040
- Update the Green House Gas Reduction plan by 2020, creating a fundable action plan towards carbon neutrality in City operations by 2040

Lead the way in addressing climate change by minimizing energy use and increasing community and local government resource efficiency

### **Example Strategies:**

- ☑ Develop sustainable building guidelines
- ☑ Develop enforcement strategies to ensure that the employee idle reduction policy is widely and consistently adhered to
- ☑ Install recycling bins in public places
- ☑ Establish a Water Use Baseline for local government facilities

## **Economy & Jobs**

### **Measuring Success:**

- Increase total employment in the clean technology and energy sector by 20% by 2040
- Demonstrate that 75% of City funds expended on professional services contracts \$100,000 or less and construction contracts \$500,000 or less will go to Certified City of Durham Small Local Businesses by 2020 and 95% by 2040
- Achieve and maintain the minimum wage for all full-time City employees in accordance with the Livable Wage Ordinance by 2018

Maximize equitably shared prosperity for local small and diverse businesses and inclusive access to quality job with fair livable wages

### **Example Strategies:**

- ☑ Explore potential partnership opportunities with the Durham Living Wage Project to encourage local business participation in the project to provide access to quality jobs with fair livable wages
- ☑ Provide capacity building services and support for professionals in the clean technology and energy sector
- ☑ Promote internal City purchasing preferences for locally produced goods and services

## **Natural Systems**

### **Measuring Success:**

- Achieve and maintain a city-wide tree canopy coverage of 55% by 2040
- Demonstrate a decrease of 10% in the annual average ozone and particulate matter (PM 2.5) by 2040
- Increase square footage of public and private land converted to habitat suitable for pollinators by 1,000 square feet, on average, each year by 2040
- Achieve and maintain a water quality index (WQI) of at least 75 for Clean Water Act streams with EPA approved Total Maximum Daily Loads by 2040

Protect and restore Durham's natural resources and ecosystem

### **Example Strategies:**

- ☑ Establish guidelines for sustainable, site-appropriate landscaping for city-owned properties
- ☑ Allocate \$50,000 per year to the development or maintenance of green infrastructure, increasing to \$250,000 within 5 years including partner matching funds
- ☑ Expand forestry programs aimed at increasing the jurisdiction's tree canopy through active planting, care, and management in partnership with local businesses, civic groups and non-profit organizations
- ☑ Partner with local volunteer groups and neighborhood associations to restore priority natural systems areas by planting pollinator friendly habitat

## **Equity & Empowerment**

### **Measuring Success:**

- Demonstrate a Resident Engagement Index score of 7 or greater by 2020 and 9 or greater by 2040

Engage and empower residents to advance equity, inclusion, and equal access to opportunities and services

### **Example Strategies:**

- ☑ Conduct an environmental justice assessment
- ☑ Expand and improve equity and empowerment training for employees across all departments and at all levels of the organization
- ☑ Adopt inclusive public engagement guidelines that include considerations for language translation and interpretation services

## **Innovation**

### **Measuring Success:**

- Achieve a 5-STAR Sustainable Community Rating by 2040
- Demonstrate that 100% of City departments utilize performance measures to make more data driven decisions in order to identify and implement continuous improvement projects by 2020

Embrace a culture of innovation to ensure a more sustainable community

### Example Strategies:

- ☑ Establish professional development opportunities for City employees that encourage skill-sharing and peer-teaching/learning across departments
- ☑ Develop creative strategies that encourage innovation, continuous improvement, and risk taking among local government employees to improve City services and outcomes
- ☑ Expand City performance management system, creating more opportunities focused on regularly utilizing high-quality data to inform process improvement and operational decisions

### Public Engagement Process

- Over 1,300 residents provided input via:
  - Online Survey (Spanish & English versions)
  - 4 Stakeholder Interviews
  - 8 Public Events
  - Review of 9 Previous Public Input surveys

August – November 2017

August - November 2017

Online Sustainability Survey

Example of Online Survey Results

What we heard from Durhamites:

- Residents overwhelmingly mentioned the need for focused attention on **affordable housing**
- **Engaging youth** in sustainability initiatives was a common theme
- Investing in building **energy efficiency** and transitioning to **clean, renewable energy**
- **Protecting open space** and promoting connectivity of our green spaces, parks, and trails
- Improved access and connectivity of **bicycle and pedestrian facilities**
- A greater consideration for **environmental justice**, such as working towards a more equitable distribution of tree canopy coverage, air, water, and soil quality across all socioeconomic groups
- Expanding our **waste reduction** options (public recycle bins, offering composting service, addressing plastic bags and Styrofoam etc.)
- Offering more **workforce training** and access to quality jobs that provide fair, **livable wages**
- Providing **equitable access to services**- especially for Spanish speaking, minority, and low-income residents

### Implementation & Reporting

Mayor Schewel asked for clarification on KPIS (Key Performance Indicators) and asked for the Excel spreadsheet that was in the packet to be resent.

Ms. Victor would resend the information to Council.

Council Member Freeman asked about timeline of feedback by stakeholders and how was that decided.

Ms. Victor responded that the consultant selected the community groups.

Mayor Schewel inquired about who owned the individual indicators (outcome measures) and who owned the entire roadmap.

Ms. Victor responded that each department had a sustainability team liaison that committed to implementation and stated the intention was to make the Plan similar to the Strategic Plan to show progress toward the goals.

Mayor Schewel appreciated the broad view of community sustainability to incorporate the arts, grassroots democratic participation, racial equity, access to democratic process, and stated it reflected ideals of Durham.

## **SUBJECT: GODURHAM SHORT RANGE TRANSIT PLAN – ITEM #18**

Harmon Crutchfield, Assistant Director of Transportation, made the staff report and presentation of the progress of the GoDurham Short Range Transit Plan, including cost constrained service recommendations and additional near-term needs outside of existing resources; and introduced Transit Service Planner, Mary Kate Morookian for introduction.

Ms. Morookian deferred to Christina Barone with Nelson Nygaard for presentation.

Ms. Barrone summarized the preferred recommendations and the inputs, customers and the five year roadmap and made the following PowerPoint presentation:

### **GODURHAM FIVE YEAR ROADMAP**

What is a Short Range Transit Plan?

GoDurham SRTP Goals

GoDurham Ridership is Strong

Outreach Informed SRTP Process

BCC Resources Can be Better Utilized

What We Know:

Despite being fare free, the BCC underperforms compared to other routes

What We Heard:

BCC should serve Durham Station and fare free is important

What We're Recommending:

Reallocate BCC's resources to improve service system-wide

What are the Benefits?

- Address chronic on-time performance issues on Routes 6 and 11
- New 15-minute service on Main Street between Alston Avenue and Duke/VA

Hospital (with service to Durham Station)

- Existing BCC riders will have more connections at Durham Station and more frequent service

Preferred Option: Why Change?

Preferred Option: Why Change?

Additional Resources Necessary for Transit Vision

Near-Term Needs: High Priority

Near-Term Needs: Lower Priority

Next Steps

- Gather feedback on Preferred Recommendation
- Review of service standards
- Finalize Preferred Recommendation
- Finalize plan

Preferred recommendations for the cost constrained plan:

1. Discontinue fare free service on the BCC due to underperformance in terms of ridership; shift resources to Routes 6 & 11; with better connections to Durham Station.
2. Simplify routes, bi-directionally
3. Improve frequency of service of 9.3 miles
4. Provide more direct destinations
5. Better serving low density areas

Council discussed the following questions with the presenters:

Q: What were the ridership numbers for the Bull City Connector (BCC)?

A: Circa 1,300-1,500 riders per day; and would have access to transportation in the corridor at a higher frequency but not fare-free.

Q: What made the BCC underperforming?

A: Considering the route was fare-free, ridership was not as high as other similar routes in the system. For example, Route 3 had 3,000 riders per day at 15 minute increments.

Q: Was inconsistent, on-time performance a contributing factor for the low ridership? How did the consultant evaluate the reliability of the BCC prior to determining it was underperforming?

A: The consultant reviewed the on-time performance issue and referenced the pulling out of the BCC from Durham Station and ridership dropped as a result; reiterated the plan was cost-constrained; and ultimately decided to take the resources and improve service overall in the corridor and to not have the BCC operate as it does today.

Q: What were the evaluative factors that determined the BCC was not worth what it takes to improve performance? There was some reference in the evaluation made on

fare-free routes, some other ones, what were the factors considered to determine they were not viable options?

A: Evaluated how to operate fare-free city-wide with various benefits with quicker movement of customers to and from the bus, no need to count cash; Ridership was expected increase from 40 to 60% within three years; that it would be necessary to increase service along the popular routes to meet demand; estimated from \$160,000 up to \$1.4 million additional costs, system wide; with additional vehicle needs between 8 and 23.

Q: What would a hybrid approach look like with intermittent free service by stop during certain hours being fare-free?

A: Portland, Oregon and Seattle, Washington had fare free zones in their Downtowns; increased speed of boarding but was confusing and impacted operators of the buses; and involved increased instances of fare evasion.

Mayor Schewel stated there were speakers to the item:

Chris Tiffany, expressed concerns about discontinuing fare free service on the BCC; stated that not stopping at the Durham Station made it harder for persons riding the Main Street Bus/BCC; stated the BCC ran at random, was unscheduled, unreliable and inconsiderate; and felt only beautiful people were acceptable in Downtown.

Diane Standaert of Lancaster Street, explained there were changes in the ridership and routing in 2015 and that the Human Relations Commission was interested in the ridership; conducted outreach to the riders of the BCC and explained that persons were concerned about the reduction in accessibility to Downtown to those without money, the BCC served as the only way to work and consistent feeling that many depend on the BCC and that many would be hurt along the route; when costs of living were increasing in Durham, taking away something that made living easier in the city would especially hurt persons without money.

Q: Reallocating resources of the BCC, what resources were being reallocated to the new priorities?

A: City pays \$1.2 million per year for the BCC; those resources would go into improving the frequency of service along the corridor.

Q: When the change was made to the route to cut out the Durham Station to the BCC route, how did ridership respond to the line changes?

A: Ridership plummeted when it cut out Durham Station and the service was still unreliable.



Q: The fact that Duke was no longer willing to support the BCC, how should the city revamp routes servicing low income neighborhoods? How could riders be helped out along those lines by using fare free service? Or, how would making boarding at certain locations at certain times be coordinated?

A: The consultant would research these topics and return at a later date with information.

Q: Was there an increase in ridership for making bus service fare-free for students?

A: Yes.

Q: What would be next category of riders that should be supported for free service?

A: The consultant would research this topic and return at a later date with information.

Q: Can means testing be conducted for ridership? For example, students riding for free.

A: There have been low-income programs and means testing was a part of the programs; and yes, it could be conducted.

Q: What was ridership numbers prior to the Durham Station being removed from the BCC route?

A: Ridership in Sept 2014, was 1,700 per day; in Sept 2017, ridership was 1,300 per day.

Q: Can more statistics/data be provided in future presentations?

A: Yes.

Council Member Freeman explained that it seemed that ending the route of the BCC, prior to entering into East Durham, was based on inequity; and if the BCC went away, could there be fare-free stops and could the city address issues around the vulnerability around transportation; requested that if someone needed to get on the bus for free, it should be allowed and that bus operators should be given the discretion to permit riding by non-paying customers.

Council Member Middleton there needed to be an overarching, philosophical discussion for the long-term transportation needs in the city; lamented Duke's withdrawal of funding of the BCC; explained that providing egalitarian transportation options to residents was essential for city access; and highlighted needs to increase frequencies into Downtown at night 24-7 and across town connections.

**SUBJECT: MAYOR'S COUNCIL FOR WOMEN – APPOINTMENTS – ITEM #1**

LaVerne Brooks, Executive Assistant, summarized the votes for the appointments to the Mayor's Council for Women:

Nida Allam - Civil Rights/Justice  
Nana Asante-Smith – Public Safety  
Ashley Canady – Ward 2  
Mina Ezikpe – Ward 3  
Amie Koch – Housing and Economic Development  
Megan McCurley – Ward 1  
Rebekah A. Miel – Cultural Arts  
Dolly Reaves – At-Large  
Gloria De Los Santos – At-Large

Being that Amie Koch and Rebekah Miel received three votes, Mayor Schewel and Council Member Alston switched their votes to allow for the two candidates to reach the threshold of four votes thus allowing Ms. Koch and Ms. Miel to qualify for appointment.

**MOTION** by Council Member Middleton, seconded by Council Member Reece, to elect the above applicants to the Mayor's Council for Women was approved at 3:20 p.m. by the following vote: Mayor Schewel, Mayor Pro Tempore Johnson and Council Members Alston, Caballero, Freeman, Middleton and Reece.

**SUBJECT: DURHAM BICYCLE AND PEDESTRIAN ADVISORY COMMISSION – APPOINTMENT – ITEM #2**

It was the consensus of Council to approve Sean Mason representing University Students/University Facilities with the term to expire on August 31, 2020.

**SUBJECT: CITIZEN ADVISORY COMMITTEE - APPOINTMENT**

It was consensus of Council to approve Sammy F. Banawan to the Citizen Advisory Committee with the term to expire on June 30, 2019.

### **Settling the Agenda – March 5, 2018 City Council Meeting**

City Manager Bonfield referenced the following items for the March 5, 2018 City Council Meeting agenda: Items #1 through 17; and General Business Agenda Items #19-21.

**MOTION** by Council Member Middleton, seconded by Council Member Reece, to settle the agenda for the March 5, 2018 City Council Meeting as stated by City Manager Bonfield was approved at 3:22 p.m. by the following vote: Mayor Schewel, Mayor Pro Tempore Johnson and Council Members Alston, Caballero, Freeman, Middleton and Reece.

There being no further business to come before the Council, the meeting was adjourned at 3:23 p.m.

Diana Schreiber, CMC, NCCMC  
City Clerk